



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 01/24/06

AGENDA ITEM _____

WORK SESSION ITEM WS #2

TO: Mayor and City Council
Planning Commission

FROM: Director of Community and Economic Development

SUBJECT: Draft South Hayward BART/Mission Boulevard Concept Plan

RECOMMENDATION:

It is recommended that the City Council and Planning Commission review and comment on this report.

BACKGROUND:

In October of 2004, the City Council authorized the preparation of a conceptual design plan for the South Hayward BART/Mission Boulevard area. The proposed Concept Plan is focused primarily on two areas: the immediate area surrounding the BART station and an expanded area extending both north and south along Mission Boulevard (see Figure 1-1 in the attached Draft Concept Plan). Working with its consultants and incorporating feedback from the City Council, Planning Commission and the public, staff developed and presented three preliminary land use scenarios last year: the Suburban, Urban and Blended Concepts. Since the last joint work session in September of last year, staff has developed a recommended plan, which is presented on page 50 in the Draft Concept Plan.

DISCUSSION:

The Plan describes various land use categories, along with the three preliminary development scenarios and the recommended land uses. Certain desired uses are specified, as indicated with labels on the land use plan map (page 50 of the Draft Concept Plan); however, as stated on page 53 of the Plan, other uses would not be precluded that would be allowed by the City's zoning ordinance. As was shown in the Urban and Blended Concepts presented previously, two new residential land use categories are included, which would allow for densities that would exceed the highest density of 34.8 units per acre currently allowed by the City:

- ◆ *Station Area Residential* category, allowing 75 to 100 units per acre in structures up to seven stories in height, which would be limited to the BART, Perry & Key and adjacent Caltrans parcels around the BART station area, and
- ◆ *Mission Boulevard Residential* category, allowing between 34.8 and 75.0 units per acre in structures up to five stories in height, which would be limited to two major areas along Mission Boulevard; one north of the BART station area and one south.

The recommended land use plan map is very similar to the Blended Concept map presented in September of last year and would allow development of between 1,930 and 3,698 net additional

units in the Plan area. Exhibit A indicates the differences between the Blended Concept and the recommended Land Use Plan. A summary of the differences follows:

- ◆ As a result of discussions with BART staff, the northern portion of the BART property west of Dixon Street, which was previously recommended for a parking structure, is now recommended for residential uses, along with structured residential parking and ground-floor retail uses. BART commuter parking would not be allowed and access would be provided from Tennyson Road and Dixon Street, with no access via the transit area in front of the station. The other BART properties, including the southern portion to the west of Dixon Street and the parcel to the east of Dixon Street, as well as the Perry and Key and Caltrans properties, would accommodate all of the BART replacement parking (proposed at 75% of existing), with half of those spaces provided to the east of Dixon Street and the other half to the west. As was envisioned in the Blended Concept, ground floor retail along Mission Boulevard is shown, and ground-floor retail is also shown for the southern portion of the BART property by the station, fronting the transit area and Dixon Street.
- ◆ The designation of additional properties in the Dixon Street area near Industrial Parkway is recommended to change from Medium Density to High Density Residential. Such change is consistent with the recommendation for the state-owned lands in the area, would avoid a small enclave of area designated as Medium Density Residential and would further promote the idea of a transit village.
- ◆ Removal of certain future street segments for the *Mission Boulevard Residential* use along Mission Boulevard in the southern portion of the Plan area, to allow greater flexibility for future design and to minimize the possibility of a through-way from Mission Boulevard to Dixon Street.

The Draft Plan also contains design guidelines that will help shape the character of the Plan area. The guidelines are organized by general categories: street frontage character (Section 4.1), site access and parking (Section 4.2), building character (Section 4.3) and additional guidelines (Section 4.4).

Under street frontage character, where the most significant guidelines are located, direction is provided for future developments along Mission Boulevard, Dixon Street and along the BART transit plaza. Along Mission Boulevard, two basic concepts are described: developments that front directly onto Mission Boulevard, where a minimum 10-foot setback (plus 6 feet for residential development) is recommended, and those that would front onto an access lane, where a similar setback is recommended from diagonal parking areas that would front such developments. Such setbacks are recommended to provide for an enhanced pedestrian environment through greater sidewalk width and landscaping opportunities. Seven-foot wide sidewalks along Mission Boulevard and the associated underground utility systems would not allow sufficient areas to accommodate trees. Figure 4-2 on page 67 of the Draft Concept Plan shows how individual projects where access lanes are recommended could be reconfigured at the time adjacent properties are developed, to allow for continuation of the local access lane. The guidelines also recommend that taller buildings step down to visually transition to existing developments. Section 4.1.3 of the guidelines also recommends a minimum 25-foot wide sidewalk on either side of the BART station transit plaza, which would allow opportunities for activities to “spill” onto the plaza, thereby enhancing the character of the area.

The Draft Plan also summarizes circulation and transit opportunities, emphasizing those for enhanced north-south and east-west pedestrian/bike circulation (see Figure 5-1 on page 88 of the Plan).

Coordination with BART

Throughout the study, City staff has coordinated with BART in terms of potential development opportunities for the area around the South Hayward BART Station. BART is developing a development, design and access plan for its properties around the station, which is scheduled for release next month. Figure 3-9 on page 57 of the Plan indicates a preferred alternative option from the BART plan, should the Perry & Key and Caltrans sites be developed simultaneously with the BART property east of Dixon Street. Densities envisioned in BART's preferred plan would be consistent with those indicated in the Draft Concept Plan. Also, as shown in Figure 4-11 on page 75 of the Plan, a reconfigured bus transfer area is shown, where buses travelling clockwise would drop off and pick up passengers on a center island, and taxis and kiss-n-ride vehicles would travel counter-clockwise and utilize the outer drop-off areas.

Highlights

Below is a summary of the key recommendations by staff for the Plan area:

- ◆ Transit village of highest densities and structured parking with retail uses and enhanced pedestrian/bike circulation around the BART station area, including the area bounded by Tennyson Road to the north, Mission Boulevard to the east, Industrial Parkway to the south and the BART tracks to the west.
- ◆ New grocery store/retail complex at the northwest corner of Mission Boulevard and Valle Vista, recognizing desires of the local community for a new grocery store in the area and utilizing opportunities due to an enhanced intersection, the proximity of the BART station and undeveloped state-owned lands.
- ◆ New community center at the southwest corner of Mission Boulevard and Valle Vista Avenue, taking advantage of the contiguous publicly-owned parcels and Valle Vista Park.
- ◆ New residential development in the Dixon Street area, recognizing the large amount of state-owned, undeveloped property in the area, as well as the proximity to the BART station, and enhanced pedestrian and bike trails.
- ◆ Commercial/retail use at the Holiday Bowl site, with the suggestion in the long-term for a hotel/conference facility, recognizing the high visibility of that location, as well as the visual amenities associated with the adjacent Mission Hills of Hayward Golf Course.
- ◆ New commercial retail opportunities in the Plan area, provided via a substantial node along the east side of Mission Boulevard at Tennyson Avenue, recognizing the potential for future developments to be served by the eastward extension of Tennyson Avenue, and provided by mixed use at key intersections, to encourage convenience-oriented retail uses that would serve the neighborhoods.
- ◆ Commercial redevelopment at the Kmart site, with a recommendation of new auto dealerships, to extend Auto Row south of Harder Road.
- ◆ Extension of the Bowman Elementary School site to Mission Boulevard, to allow for more convenient access and enhanced school facilities.

(As noted previously, specific uses noted above and indicated with labels on the land use map in the Draft Plan will not preclude other uses that would be allowed by the zoning ordinance.)

NEXT STEPS:


The purpose of this work session is to provide a summary of the draft Concept Plan and to receive comments from the Council and Commission. A community meeting will be held on February 15 at Treeview Elementary School to allow opportunity for community members to comment on the Plan. As part of the process to fully implement the Concept Plan, staff will recommend amendments to the General Plan and Zoning Ordinance, which along with a fiscal impact analysis, will be presented in the future.

Preparation of a Program Environmental Impact Report (EIR) is underway that will assess a range of impacts based on various development scenarios. A work session on the Draft EIR before the City Council and a public hearing before the Planning Commission are anticipated for early spring. Public hearings before the Planning Commission and the City Council are expected to be held in the summer before the August recess.


Prepared by:


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Recommended by:


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Director of Community and Economic Development

Approved by:


Jesús Armas, City Manager

Attachments:

- Exhibit A. Land Use Plan Map Noting Changes from Blended Concept Map
- Exhibit B. Draft South Hayward BART/Mission Boulevard Concept Plan
(Previously Distributed to City Council Members and Planning Commissioners)

1/20/06

DUE TO THE SIZE AND
COLOR OF THE FOLLOWING
ATTACHMENTS, THEY
HAVE BEEN INCLUDED AS
SEPARATE LINKS